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Resources mobilization and enabling environment for poverty eradication in the context of the implementation of the Programme of Action for the Least Developed Countries for the Decade 2001-2010

Statement submitted by the Center for International Rehabilitation, a non-governmental organization in special consultative status with the Economic and Social Council

The Secretary-General has received the following statement, which is being circulated in accordance with paragraphs 30 and 31 of Economic and Social Council resolution 1996/31.

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* E/2004/100.

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Contributions to the General Voluntary Trust Fund (GVTF) may be made by governments, organizations, or individuals and addressed to a specific country or project. NGO involvement in the enhancement of the GVTF is vital in the development of a proper diagnosis of the situation, the formulation and execution of projects that address the situation, and in securing necessary resources, with technical assistance from the UN-NGO IRENE in all stages of this process.

Developing and enhancing the GVTF requires the development of strategies that aim at different components:

- Donors
- NGOs
- The project

Fundraising and donors:

- In order to alleviate poverty and achieve sustainable development it is important to increase the amount of committed financial and other resources. An extensive educational program should be implemented to increase awareness of different issues related to the Millennium Goals. For example, emphasis should be placed on the importance of supporting programs that aim at the achievement of these goals, and especially those that are assumed by NGOs.
- The more effectively an organization can demonstrate that its concerns are the concerns of the wider society, the more influence it will have on the media, officials, politicians and donors. Developing a base of support constituted of local people and businesses is a very powerful means to demonstrate the relevance of an organization's work. By articulating its efforts to the wider society and persuading people to lend support through their time and money, and organization establishes an important accountability mechanism. Achieving local support and investment suggests that the work being done is deemed necessary and can secure an audience of individuals in positions of influence.
- NGOs work across sectors and across regions and in doing so complement government efforts to serve citizens or fill gaps in areas that have not been addressed by government. Some argue that governments should therefore be required to fund NGOs as "subcontractors" of services that complement government efforts.
- Individuals targeted in fundraising are usually wealthy individuals who wish to leave a legacy or raise their social profile. However, in this arena, there is a benevolent spirit in individuals of all areas of social causes. Raising money from individuals may also be carried out by direct mail and collections.
- Private companies may become donors if it is in their interest to support the NGO's activities. It may be expedient to offer publicity for the company (media coverage, etc.). To a corporation, the reputation of the NGO and the project assessment are crucial. An NGO needs

the same amount of time to assess a prospective corporate donor's interests and values as it does to assess an individual donor. NGOs should devise their corporate requests based on a solid understanding of these factors and present the proposed program or activity as beneficial to all actors, including the corporation, the NGO, and the community. Typically, corporate organizations seek to associate themselves with initiatives that are high profile and highly visible, yield results quickly, and affect a considerable impact not only on the community but on the company's reputation with its clients and the general public. When writing an application is imperative to secure long term support from companies.

- The purpose of a foundation is the securing and maintenance of grants, for which effective applications and follow up are critical. Existing data bases can be referred to in the creation of a list of foundations and their characteristics. Recent research in Tanzania shows that among 26 organizations studied, the proportion of income originating from local sources was growing. Income earned through fees, commercial activity, and individual donations were the most significant sources. These are trends which should be documented and publicized in order to encourage others.
- Organizations like Rotary Clubs may be good supporters.

Fundraising and NGOs

- Due to the fierce competition for funds, fundraising is very difficult, and an NGO must be efficient and must plan, build relationships and maintain communication in order to conduct a successful fundraiser.
- Having a full time member of the staff available for fundraising is a very good base.
- The organization must budget for specific fundraising costs.
- Responding to relevant incidents and contacting the media when starting a new project or celebrating a milestone can gain publicity for an organization.
- Events can be good venues to raise money and increase awareness.
- The Board of Directors of a NGO can be very important in the procurement of funds, and in well developed NGOs board members should work to ensure adequate resources. It is important that members, as an organization's natural representatives, understand and communicate the NGO's mission. The effectiveness of the Board relies on their compliance with internal rules and the establishment of different committees. Committees should have a clear purpose and an active membership, meet regularly, and have adequate representation on the board. At least one committee should pursue fundraising goals, though others can contribute through their respective activities. The Fundraising Committee should oversee development and implementation of a fundraising plan, identify and solicit funds from external sources of support, and work with the Development Officer if possible. Other committees that can be helpful include a marketing committee, a public relations committee, and a product and services committee. Among its board members an organization should have business persons, individuals related to the mission of the organization or who may be able influence decision makers, and individuals with wealth. Board member commitment to

support the organization and to participative discussions are other means to achieve successful fundraising. From this perspective, some of their goals may be:

1) To make their own financial contributions to the extent of their capacity. Some board members can only give $5; others may be able to give $5 million. Each board member should make a "stretch" gift every year, regardless of specific amount.

2) To seek contributions from friends, relatives and colleagues. The solicitor is the most important factor in a person's contribution to a nonprofit organization.

3) To recruit new members to the Board of Directors who possess the "clout" and connections that will ensure the success of the fundraising effort. Volunteers other than board members also play valuable fundraising roles. The fundraising committee of the board of directors should be made up of board members and non-board members, with the latter possibly offering a particular kind of expertise to the committee but uninterested (at least at this time) in serving on the board. Nonprofits must avoid including only board members on board committees. There is a world of enthusiasm and experience available and waiting to be approached! A number of nonprofits have done well with fundraising entities separate from the Board of Directors. These groups are usually comprised of men and women who are not interested in board membership but are excited about adopting the non-profit as their "pet charity," or lending their name to the development effort.

Fundraising and the Project

- Fundraising involves a lot more than money. Money does play an important part, but it is the end result of a process which is fundamentally about persuading people to share your vision of a better world. It is about galvanizing something in an individual, be it their sense of hope, humanity, or conscience. Each of us has the ability to empathize with others, and most people when made aware of something unjust, want to do something in response.
- A good project gets fundraising, and UN-NGO IRENE technical assistance is fundamental for the different stages of managing and implementing a good project.

Proposal: The Center for International Rehabilitation (CIR) and the UN NGO Informal Regional Network (UN-NGO-IRENE) Initiative for the Promotion and Monitoring of Human Rights of Persons with Disabilities 2004-2005

1. Title
The Center for International Rehabilitation (CIR) and the UN NGO Informal Regional Network (UN-NGO-IRENE) Initiative for the Promotion and Monitoring of Human Rights of Persons with Disabilities 2004-2005

2. Geographic Scope
The project encompasses the following least developed countries (LDCs): United Republic of Tanzania, Ethiopia, Somalia, Uganda, and Zambia.

3. Project Goal

To build the advocacy and monitoring capacity of those organizations within civil society devoted to promoting and protecting the human rights of Persons with Disabilities (PWDs) and ensuring their full participation in society

4. Issues the Project will address

The initiative will sponsor training in advocacy, policy, and human rights for organizations within the disability communities of selected LDCs through workshops and distance learning. The training will provide the necessary preparation for participation in monitoring activities documenting the level of human rights protection provided to people with disabilities.

5. Programmatic Objectives and Activities

Objective (1)

1. To raise awareness of the human rights issues of concern to people with disabilities among the disability community and NGOs in the selected countries.

Activities (1)

1. The UN-NGO-IRENE and the CIR will organize a regional workshop for NGOs on disability rights in the selected LDCs. The UN-NGO-IRENE will provide technical assistance in facilitating the workshop.

Objective (2)

2. To monitor the situation of people with disabilities in selected LDCs through a disability advocacy network composed of organizations active in civil society.

Activities (2)

2.1 The UN-NGO-IRENE will provide its technical assistance in facilitating the creation of a network of disability organizations. The CIR will identify disability organizations and select individuals to constitute a disability advocacy network.

2.2 The UN-NGO-IRENE and the CIR will provide training regarding human rights, international and national law and the monitoring process to disability organizations, individuals participating in the disability advocacy network, and other NGOs where appropriate. The UN-NGO-IRENE will provide technical assistance in disability statistics, UN programming and general capacity building. The CIR will provide specific training in disability rights research and methodology, which will be used by participants to generate independent reports identifying the status of disability rights within the region.

Objective (3)

3. To provide advocacy training, enabling the network to use their monitoring activities to promote disability action.

Activities (3)

3. The UN-NGO-IRENE and the CIR will design and realize workshops to train and inform the ongoing network in human rights and disability awareness and action. The UN-NGO-IRENE will provide technical assistance in general capacity building. The CIR will provide specific training in disability rights and action, especially on the use of the research findings as an advocacy tool.

6. Outcomes

The monitoring activities of the civil-society organizations will be compiled in a regional shadow report to be published through the International Disability Rights Monitor (IDRM) project of CIR.